PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PERIOD COVERED: November, 1989
WRITTEN BY: C. B. Altizer & R. E. Tinker

I. **BATTISTONI** **(Asia Duty Free)**

A. **Objective**: To develop an 83mm FTB product for the Asian duty free market.

B. **Status**: Preliminary specifications have been written.

C. **Plans**: A factory trial is being scheduled in December pending receipt of packaging materials and tipping paper.

II. **L&M MILDS** **(Taiwan)**

A. **Objective**: Develop a L&M Milds product for the Taiwan market.

B. **Status**: A factory trial has been conducted and specifications have been written.

C. **Plans**: A 90 million cigarettes export order has been placed with production scheduled December 3rd at the Manufacturing Center.

III. **MARLBORO LIGHTS MENTHOL** **(Hong Kong)**

A. **Objective**: Increase the delivery of the smoke menthol from 0.20mg to 0.35mg in January, 1990, and to the standard 0.50mg at a later date.

B. **Status**: A factory trial is being scheduled to determine the correct level of mentholated foil needed to achieve the new smoke menthol target.

C. **Plans**: Complete analytical testing and revise specifications for pending orders.

IV. **PROJECT RING** **(Korea)**

A. **Objectives**: Develop a family of products (approximately 4mg, 6.5mg, and 9mg tar) acceptable to mainstream Korean smokers.

B. **Status**: At the November CPC meeting, the 9mg Marlboro Lights KS and 100mm versions were approved for export. Specifications were written.

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C. **Plans**: Evaluation of additional Ring prototypes will continue on the Seoul Consumer Panel format. Two additional consumer tests have been requested. Test #4 will include Marlboro Lights, an Ultra Lights prototype @ 6mg, and two Ring prototypes @ 6mg and 4mg. Test #5 will test 88 Lights and three Ring prototypes @ 8.5mg, 6mg, and 4mg.

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